

The Ribbon Cutting

The City of Inverness welcomes the opportunity to celebrate with you, and looks forward to the success of all businesses. We are excited with the fact you chose our fine community to locate and invest. Your business success starts with a well-planned Ribbon Cutting Ceremony, and we hope these tips help assist with that program.

A ribbon cutting is defined as: “A public ceremony conducted to inaugurate the opening to the general public of a new business.”

Business Owner Guidelines:

- a. Set the date and time (The event should be scheduled at least 30 days in advance)
- b. Make sure you confirm the date and time with the City
- c. Invite your friends, family and other local business owners
- d. Consider serving refreshments, simple as coffee, donuts, cake, and tea or appetizers
- e. Make it Fun! Have games, raffle tickets, door prizes and giveaways
- f. Prepare a short speech
- g. Have your product on display for presentations and demonstrations
- h. Contact media outlets (Citrus County Chronicle & GroundHog Research) to attend
- i. Have tables and chairs for sitting (optional)
- j. Decorate (Optional)
- k. Post the Ribbon Cutting in your business so current customers may come back and celebrate with you
- l. Post and Announce the Ribbon Cutting on Social Media

What the City of Inverness will do:

- a. We will post your event on the City Web Page Calendar and on two (City) Facebook Pages: Sunny Cooter and City Manager
- b. We will tweet the event in advance on Twitter
- c. We will invite: City Elected Officials, City Clerk, Senior Staff, Appointed Board and Commission Members and City Manager
- d. We will be sure to bring Ribbon and Scissors
- e. We will take group Photo and Event Photos
- f. Following the event, we will post photos on Facebook, publish in iNews (electronic publication by the City Manager), list in the City-Wide Quarterly Newsletter, post on the City Web Page and include you on the City Business Web Site Directory, and send information with photos to local news publications

The typical ribbon cutting lasts about 30 minutes

You Get One Shot at This: We did research to come up with these Event Tips to help you create and achieve the best ribbon cutting ceremony possible. A successful event takes work, and success is defined by many being in attendance that includes a social venue for people to enjoy themselves, see old friends and make new ones. The planning, organization, size, and what's included about your event is up to you.

Our Promise: We will do our best to help bring attention to your event before and after.

When it's all over: *We will listen and help where and as possible.*

Have a Great Day!

RIBBON CUTTING APPLICATION

Name of
Business:

Type of
Business:

Location of
Business

Contact
Name

Contact Phone
Number:

Email
Address:

Date & Time of Ribbon
Cutting
